



**USAID | MACEDONIA**  
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90

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## PRESS RELEASE

### US brings innovative online business coaching to region Skopje hosts regional Opening Online Markets Initiative kick off

New opportunities in telework are opening to Macedonian and other regional start-up entrepreneurs thanks to a project supported by the American people through the United States Agency for International Development (USAID). USAID is part of the US Mission to Macedonia. The Opening Online Markets project includes a Virtual Business Incubator (<http://www.virtualmarketopener.com>) that will help new firms find entry into growing international markets.

“Ultimately, our goal is to create more jobs,” said Patricia Rader, USAID Mission Director. “Virtual Incubators have helped US small businesses get off the ground. Successful and growing small business almost always generate new jobs.”

Business incubation is a process of business enterprise development. Incubators — usually established businesses or centers that offer support — nurture young firms, helping them to survive and grow during the startup period when they are most vulnerable. The virtual model allows a company to garner the advice of an incubator from any location, meaning that firms across the region will benefit from its resources. It’s a great way for new businesses to get advice from established firms, identify new international markets, and gain new clients.

The launching the Online Markets Initiative will take place on Friday May 11, with strong support of the local partners Vrabotuvanje.com and CIRKO – Center of Excellence at the Faculty of Mechanical Engineering.

#### NOTES TO EDITORS:

The American people, through USAID, have invested more than \$450 million in Macedonia since 1993. More than 25 projects worth \$25 million a year are currently being implemented. These projects are designed to support Macedonia’s transition to a free market-based, multi-ethnic democracy. They include initiatives to accelerate economic growth, develop democratic institutions, and educate citizens for a modern economy. USAID provides economic and humanitarian assistance in more than 100 countries. For more information please visit <http://macedonia.usaid.gov>